

## 2021 Proposal Guidelines for American Corner “On The Road” programming

Public Diplomacy grant proposals must have a connection to American culture and values or should be directed to increasing understanding in Lesotho of American culture and society. Proposals should also be related to one or more of the following U.S. Embassy priorities:

1. Promote opportunity and development (in relation to Basotho youth and women): promote professional skills and leadership development; encourage innovation and entrepreneurship; support business creation and economic development; create networking, mentorship, and internship opportunities.
2. Strengthen democratic institutions: encourage active citizen participation in government; promote increased voter participation in democratic processes at all levels; encourage press freedom and professional media coverage; counter misinformation; support actions to combat trafficking-in-persons; and increase attention to minority and disadvantaged populations.
3. Support Lesotho in reaching and sustaining epidemic control through efforts aimed at maintaining healthy lifestyles; present accurate information on transmission, prevention, care, and treatment; reduce stigma and discrimination; support awareness and dialogue about related issues like LGBTI rights and ending gender-based violence.

All projects must:

4. Reinforce mutual understanding between the United States and the Kingdom of Lesotho: present accurate information on the U.S.-Lesotho partnership; build connections with Basotho at all levels; support the promotion of Basotho and American cross-cultural heritage, traditional and modern art forms, and other forms of creative expression; and foster English language proficiency.
5. Build capacity and awareness across the Kingdom of Lesotho: include plans to share information publicly via social or traditional media, hold a virtual public dialogue or networking event in concert with the American Corner in Maseru, and (at a minimum) with one partner location outside of Maseru district to ensure more Basotho have access to public diplomacy programming and grant information. Preference will be given to programs that provide regular activities at least once a month.
6. Adhere to COVID-19 regulations in Lesotho. Programs with virtual components will be prioritized.

Note: For proposals focused on American Corner on the Road, a minimum of 50% of the activities should take place outside of Maseru district.

All application materials should be submitted no later than **May 31, 2021** via email to the U.S. Embassy in Maseru Public Affairs Section at the following email address: [GrantsMaseru@state.gov](mailto:GrantsMaseru@state.gov) (with the subject title: **Public Diplomacy Grant: Your name**). Due to COVID-19 restrictions, proposals **will not** be accepted in person.

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible. Please ensure:

- The proposal clearly addresses the above-mentioned objectives
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered

- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12-point Times New Roman font, with a minimum of 1-inch margins.

The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below:

- **Summary Coversheet:** Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.
- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual Applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and Lesotho will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal.
- **Proposed Program Schedule:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability:** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

The availability of grants funding ranges from \$2,000 to \$10,000 and are awarded at the discretion of the U.S. Embassy and subject to availability of funds. Submission of a project proposal does not guarantee funding.

#### **U.S. Government funds can pay for:**

- Advertising (TV, radio, pamphlets, newspapers, etc.)
- Invitations
- Event materials (folders, banners, pens, etc.)
- Costs for translation and interpretation
- Costs of land and air transport
- Development of training manuals (design, printing, etc.)
- Equipment rental (stage, sound, chairs, lights, etc.)
- Administrative expenses for the project, but not to exceed 10% of the total U.S. government contribution (i.e. if you request \$3,000 only \$300 may budgeted for administration).

**Activities that are not typically funded include, but are not limited to:**

- Projects that do not have a business plan for sustaining the activity or monitoring results;
- Charitable or development activities;
- Construction programs;
- Programs that support specific religious activities;
- Paying to complete activities begun with other funds;
- Programs that duplicate existing programs.
- Programs relating to partisan political activity/support for a single political party;
- international travel, unless specifically justified within the project;
- Fund-raising campaigns;
- U.S. citizen exchange programs with foreign countries;
- projects that include substantial fees for radio or TV broadcast;
- Programs intended primarily for the growth or institutional development of the organization; or
- Projects that are mainly designed to pay organizational salaries or to cover only logistical costs (e.g., room/chair rental, coffee breaks, etc.).

**Additional Instructions:**

- If you would like to invite the U.S. Ambassador to visit or participate in any aspect of your program, the request should be made to the Public Affairs Office as part of the project proposal, and not separately, to ensure the adherence to appropriate protocol.
- Each program event must carry the U.S. Embassy Maseru and American Corner logos.